

**ABSTRACT OF THE DISCLOSURE**

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Responsibility can be established for specific copies or instances of  
copies of digitized multimedia content using digital watermarks. Management  
and distribution of digital watermark keys (e.g., private, semiprivate and public)  
and the extension of information associated with such keys is implemented to  
5 create a mechanism for the securitization of multimedia titles to which the keys  
apply. Bandwidth rights can be created to provide for a distributed model for  
digital distribution of content which combines the security of a digital watermark  
with efficient barter mechanisms for handling the actual delivery of digital  
goods. Distributed keys better define rights that are traded between  
10 transacting parties in exchanging information or content. More than one party  
can cooperate in adding distinguished watermarks at various stages of  
distribution without destroying watermarks previously placed in the content.  
Additionally, the amount of information which any one party must divulge to  
another party can be minimized, and "downstream" parties can be prevented  
15 from compromising or otherwise gaining control of watermarks embedded by  
"upstream" parties.